

ABSTRACT

In an effort to maintain the loyalty, comfort, and convenience for its customers, Telkom Flexi deliver Flexi Combo services that enable Flexi Customer to communicate anytime and anywhere. This is important because of the limitations Flexi as one of the CDMA service provider, limited mobility operators (limited to one area).

To make use of Flexi Combo services more effective, Telkom Flexi need to design a marketing program for Flexi Combo that can inform the Flexi's user particular, as well as mobile phone users in general, that Flexi is no longer limited by the area, as well as inform other service excellence Flexi Combo . Therefore in this study are measured the effectiveness of existing Flexi Combo marketing programs and Flexi Combo marketing program development using the concept of Integrated Marketing Communication.

This study is using questionnaire with three groups of respondents namely the internal respondents who are employees of Telkom Flexi in marketing, external existing respondents who are Flexi users and potential external respondents which are non-Flexi users. Convenience sampling technique is used to collecting Data.

Based on the four stages of marketing program development using the concept of IMC used in this study, we can know how the effectiveness of existing marketing programs using the EPIC model and image analysis. Through EPIC model results show that the ads Flexi Combo version of “Changcuters Mudik” has been effective with an average response value of 3.88 and 3.91 with the dimensions of Empathy is the most dominant among the three other critical dimensions. From image analysis is known that Telkom Flexi couldn't realized Flexi Combo imaging yet, so that in all the attributes of the Flexi Combo, no one is equal between the imaging by Telkom Flexi with the perception of respondents. From here indicate yet effective marketing programs that Flexi Combo do. Based on the IMC concept, developed marketing programs Flexi Combo effective by taking into account aspects like the characteristics of target audience, the results of measurement of effectiveness of existing marketing programs, behavioral media graphic listeners, and interested listeners on how the submission of a campaign.

Key Words: marketing program, EPIC Model, Citra Analysis, IMC.